

Rep Order# 9818105 Ver# 5 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/14/2012 1:14 PM  
Last Received: 09/14/2012 11:51 AM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 1768  
Buyer Meredith Kaufman  
Phone#  
Fax#

56535  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1768  
Flight Dates 09/13/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

9/14 V.5  
SEE LN 1/2/6 FOR REV FLT DTS  
PLS CF.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TH-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$50.00	09/13-09/17	2	1	2	\$100.00	
		Sales Remark: V5 REV DT										
		V5 More than 2 codes changed										
	*2	TH-F,M	6A-7A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$75.00	09/13-09/17	2	1	2	\$150.00	
		Sales Remark: V5 REV DT										
		V5 More than 2 codes changed										
	*6	TH-F,M	1035P-1105P	SEINFELD	:30	\$100.00	09/13-09/17	1	1	1	\$100.00	
		Sales Remark: V5 REV DT										
		V3 Comment Changed, Rate Changed										
		V5 More than 2 codes changed										
	*7	SU	6P-7P	ET	:30	\$25.00	09/16-09/16	1	1	1	\$25.00	
		V3 Added										

---REPORT TOTALS---

Report Totals: 6 / \$375.00

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Salesperson FAX# 202-955-5348

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$575.00

Sales Totals: 9 / \$575.00

Station Totals: 9 / \$575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null  
Demos RA35+

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Printed: 09/14/2012 11:01 AM  
Last Received: 09/14/2012 9:55 AM  
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--- REMARKS ---

REVISED LINE 6. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	TH-F,M-W	1035P-1105P	SEINFELD	P2 :30	\$100.00	09/13-09/19	1	1	1	\$100.00	
		Sales Remark: V3 RTE CHG V3 Comment Changed, Rate Changed										
	*7	SU	6P-7P	ET	P3 :30	\$25.00	09/16-09/16	1	1	1	\$25.00	
		Sales Remark: V3 ADD V3 Added										

---REPORT TOTALS---

Report Totals: 2 / \$125.00

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$575.00  
Sales Totals: 9 / \$575.00  
Station Totals: 9 / \$575.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

Rep Order# 9818105 Ver# 2 Status Returned  
EC'd No

Traffic Order#

Printed: 09/14/2012 9:53 AM  
Last Received: 09/12/2012 10:12 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

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--- REMARKS ---

pls see line 6  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*6	TH-F,M-W	1035P-1105P	SEINFELD	:30	\$125.00	09/13-09/19	1	1	1	\$125.00	
		Station Remark: V2 change rate is 100. use the 25. for sunday 6-7p 1x										

---REPORT TOTALS---

Report Totals: 1 / \$125.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$575.00  
Sales Totals: 8 / \$575.00  
Station Totals: 8 / \$575.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

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Demos RA35+

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Rep Order# 9818105 Ver# 1 Status New  
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Traffic Order#

Printed: 09/13/2012 8:21 AM  
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Showing Buylines: All Lines

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

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---	---	---	---	-----	---	---	-----	---	---	---	---	---
	1	TH-F,M-W	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$50.00	09/13-09/19 <sup>9/17</sup>	2 <sup>P2</sup>	1	2	\$100.00	
	2	TH-F,M-W	6A-7A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$75.00	09/13-09/19 <sup>9/17</sup>	2 <sup>P2</sup>	1	2	\$150.00	
	3	SA	2P-3P	LAW & ORDER: CI	:30	\$50.00	09/15-09/15	1 <sup>P3</sup>	1	1	\$50.00	
	4	SU	12P-1P	LAW & ORDER	:30	\$50.00	09/16-09/16	1 <sup>P3</sup>	1	1	\$50.00	
	5	SU	3P-4P	LAW & ORDER	:30	\$100.00	09/16-09/16	1 <sup>P2</sup>	1	1	\$100.00	
	6	TH-F,M-W	1035P-1105P	SEINFELD	:30	\$125.00	09/13-09/19 <sup>9/17</sup>	1	1	1	\$125.00	

change rate  
to \$100 & add  
1x Sun 6-7P @ \$25

---REPORT TOTALS---

Report Totals: 8 / \$575.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$575.00

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Sales Totals: 8 / \$575.00

Station Totals: 8 / \$575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	37%	WLWT	17%	WSTR	0%	WXIX	26%		

Books null  
Demos RA35+



# Spot Manager: All, 09/13/12-09/17/12



Hot	Order	Date	Air Time	Length	Rate	Order	Inv. Code (Bool)	Ad-ID	Agency	Advertiser	AE	Office	Weekday	Time Period	Order Product Des	Estimate	State
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Station: EKRC-TV

Advertiser: Obama/D/President

## Line: 1

No	565351/17/12	6:27 AM	:30	\$50.00	318105 5a Good Morn C				Greer Margolis Obama/D/President	MW/MNA	Monday 5a-6a				OBAMA ADD TO S 1768		P
No	565351/17/12	1:19 AM	:30	\$50.00	318105 5a Good Morn C				Greer Margolis Obama/D/President	MW/MNA	Monday 5a-6a				OBAMA ADD TO S 1768		P

\$100.00

## Line: 2

No	565351/17/12	1:28 AM	:30	\$75.00	318105 6a Good Morn C				Greer Margolis Obama/D/President	MW/MNA	Monday 6a-7a				OBAMA ADD TO S 1768		P
No	565351/17/12	9:14 AM	:30	\$75.00	318105 6a Good Morn C				Greer Margolis Obama/D/President	MW/MNA	Monday 6a-7a				OBAMA ADD TO S 1768		P

\$150.00

## Line: 3

No	565351/15/12	3:41 PM	:30	\$50.00	318105 Sa 12p-6p				Greer Margolis Obama/D/President	MW/MNA	Saturday (2:00:00 PM-3:00:00 PM)				OBAMA ADD TO S 1768		P
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\$50.00

## Line: 4

No	565351/16/12	9:26 PM	:30	\$50.00	318105 Su 12p-7p				Greer Margolis Obama/D/President	MW/MNA	Sunday (12:00:00 PM-1:00:00 PM)				OBAMA ADD TO S 1768		P
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\$50.00

## Line: 5

No	565351/16/12	3:33 PM	:30	\$100.00	318105 Su 12p-7p				Greer Margolis Obama/D/President	MW/MNA	Sunday (3:00:00 PM-4:00:00 PM)				OBAMA ADD TO S 1768		P
----	--------------	---------	-----	----------	------------------	--	--	--	----------------------------------	--------	--------------------------------	--	--	--	---------------------	--	---

\$100.00

## Line: 6

No	565351/17/12	4:26 XM	:30	\$100.00	318105 M-F 1035p-1105				Greer Margolis Obama/D/President	MW/MNA	Monday 1035p-1105p				OBAMA ADD TO S 1768		P
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\$100.00

## Line: 7

No	565351/16/12	1:30 PM	:30	\$25.00	318105 Su 12p-7p				Greer Margolis Obama/D/President	MW/MNA	Sunday (6:00:00 PM-7:00:00 PM)				OBAMA ADD TO S 1768		P
----	--------------	---------	-----	---------	------------------	--	--	--	----------------------------------	--------	--------------------------------	--	--	--	---------------------	--	---

\$25.00

\$575.00

\$575.00

\$575.00

[Filtered by: ] [Sorted by: Station]